

MAR 5 1989

## LEADERSHIP AWARD PROGRAM

As a means of recognizing leadership in our industry, the RJR Leadership Program was initiated in 1980. Through this program State Association Past Presidents will be honored.

OBJECTIVES

1. To gain exposure for R. J. Reynolds Tobacco Company at State Association Conventions and at State Association Headquarters.
2. To build and strengthen RJR's relationship and image nationally through State Associations.

PROCEDURES

Trade Relations Department will furnish a plaque to each State or Association honoring their President. As these plaques are not a stocked item, requests should be made 90 days prior to the presentation. The plaque has space for sixteen names and will be presented to the Executive Director/Manager with a request that it be housed in the Association's headquarters or designated office. The plaque should state, for example, "R. J. Reynolds Tobacco Company Leadership Award, Oklahoma Association of Tobacco Distributors Past Presidents". It will be each regional manager's responsibility to have the plaque engraved for the appropriate association.

In conjunction with the plaque, we will present to the outgoing president a 16" x 20" photo-portrait which he may place in his home or office. It will be the responsibility of the Division or Region where the president is headquartered, to have the picture taken in time for the presentation at their convention. Each following year, when the photo-portrait is presented to the outgoing president, you will need to present to the Executive Director/Manager, a name plate (i.e., John Doe, 1980-1981) to be affixed to the plaque.

Cost of portrait and engraving for the initial presentation to an association will be paid for by The Trade Relations Department. Photo and framing costs should be forwarded to Mr. Bill Davenport. In the ensuing years, all costs for photo-portraits and engraving of name plates on the award plaque will be handled through the Sales Area offices. (Voucher) - Charged either to convention budget or T-M&E.

In an effort to ensure our competitors do not follow our lead, each state association should be informed of the R. J. Reynolds Tobacco Company Leadership Award.

Price Range - \$200.00 - \$250.00

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